INFORMATION LETTER

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Tariff Negotiations under GATT

Tariff negotiations involving Japan and certain other negotiations with contracting parties to the General Agreement on Tariffs and Trade were begun in Geneva February 21.

The items to be considered during the negotiations will be acted upon by the United States delegation in accordance with the recommendations of the Interdepartmental Committee on Trade Agreements, as approved by the President.

The items for which tariffs will be negotiated include numerous canned fishery products and certain other canned food products which were listed for possible negotiation last fall (see INFORMATION LETTER of Nov. 20, 1954, page 339).

The tariff negotiations follow a four-month session at which representatives of the contracting parties to GATT completed the review of the General Agreement. The State Department announced the drafting of:

(Please turn to page 149)

Convention Speeches Filed in Congressional Record

The Convention addresses of the two guest speakers at the opening session in Chicago—Secretary of the Treasury George M. Humphrey and *Fortune* publisher Ralph D. Paine, Jr. —have been reproduced in the *Congressional Record*.

The Honorable John V. Beamer, Congressman from Indiana, introduced the Paine speech into the *Record* of March 1 with the remark that "the canning industry as a part of the food industry represents the largest and most vital part of our economy."

The Honorable Wallace F. Bennett, Senator from Utah, introduced the Humphrey speech into the *Record* of March 2, and in a letter to the N.C.A. stated that "I think it is vital that those of us who believe in the principles under which the present Administration operates, should do as much as we can to get every clear statement of these principles into the widest possible distribution."

RMA Vegetable Committee

The Vegetable Research and Marketing Advisory Committee, meeting in Washington February 7-10, saw urgent need for expanding work to determine the direct and indirect effect of insecticides, fungicides, and herbicides on soils, plants, and animals. Special attention should be given to residues in or on the edible portions of vegetables and to the effects on chemical composition and quality, the committee said.

Among other principal production research recommendations of the committee were:

(1) Continue to expand research on nematodes as a limiting factor in vegetable production, emphasizing improvement of preventive measures and chemical control methods.

(2) Develop a National Seed Storage Laboratory. The committee urged the need for such a laboratory to preserve collections of foreign and domestic plant species, varieties, and strains that are becoming difficult to obtain and also for preserving valuable existing stock in the hands of breeders.

Topping recommendations for utilization research were:

(1) Expand basic investigations, including microscopic and submicroscopic structure of plant tissue, to determine the constituents of vegetables of different varieties at different stages of maturity, and under different environmental conditions, and the role of these constituents in chemical changes which affect product quality.

(2) Expand studies leading to the development of new or improved methods and instruments for the objective measurement of quality factors in raw and processed vegetables.

Principal marketing research recommendations of the committee were:

(1) Accelerate expansion of research on prepackaging fresh vegetables. *(Please turn to page 151)*

Spring Meeting of Board

The Spring meeting of the N.C.A. Board of Directors and Administrative Council has been scheduled for Thursday, May 19, and Friday, May 20,, it is announced by President George B. Morrill, Jr.

Soil Building on Diverted Acres

The U. S. Department of Agriculture has urged farmers to give special consideration to planting soil-building crops on land they divert from basic crops. USDA urges special attention to production of much-needed hay, pasture and forage crops.

Full compliance with the 1955 acreage allotments would mean between 35 and 40 million acres would be diverted as compared with 1953, and about 9½ million acres diverted as compared with 1954.

USDA emphasized that good pastures and high quality hay and forage are essential in supporting the heavy livestock population.

The Agricultural Conservation Program will share with eligible farmers the cost of approved conservation practices on diverted acres as well as on any other farm land. In 1955 this includes sharing the cost of seeding permanent vegetative cover, protective seedings for the current year, and stubble mulching on land needing temporary protection from wind and water erosion. Under ACP, the cost-sharing usually is about half the cost of carrying out a given conservation practice.

N.C.A. at Virginia Meeting

The N.C.A. was represented on the program of the 47th annual meeting of the Virginia Canners Association, at Roanoke March 4-5, by Robert B. Heiney, Assistant to Executive Secretary Campbell.

Mr. Heiney extended Mr. Campbell's greetings at the banquet March 4 and expressed the opinion that one strong Virginia association would be of great value to all Virginia canners.

On the following day Mr. Heiney discussed current wage-hour legislation, the obligation of farm labor employees to deduct and pay social security taxes, and the N.C.A. Consumer and Trade Relations program. In this connection, Mr. Heiney pointed out the necessity that each canner be a missionary in his own community to assure that his neighbors are properly informed about canned foods.

Green Peas for Processing

An intended increase of about 2 percent from the 1954 plantings of green peas for processing is indicated for 1955, according to the Crop Reporting Board of USDA. This indicated increase from the 1954 plantings is based on reports received from processors in late February and early March giving information on the acreage they intend to contract and plant in 1955. The indicated acreages for 1955 are interpretations of these reports from processors based on past relationships between such reports and the acreage actually planted.

If these early-season acreage prospects materialize, the 1955 plantings for processing will total 462,880 acres. This compares with 452,600 acres planted in 1954 and the average of 460,920 acres for the 1944-53 period.

Assuming a loss in plantings of around 6 percent, in line with recent years, a planted acreage of 462,880 acres for processing would result in about 435,000 acres for harvest. This would compare with 424,360 acres harvested last year and the average of 430,340 acres harvested.

Of the 462,880 acres in prospect for processing this year, intentions reports indicate 332,940 acres will be planted for canning and 129,940 acres will be planted for freezing. The acreage indicated for canning, including strained peas and similar products, is about 2 percent more than last year's plantings and 9 percent less than the average plantings for canning purposes. The acreage to be planted for freezing is 4 percent more than last year and 37 percent above the average annual plantings for freezing in the 1944-53 period.

State	10-year ave. 1944-53	1954 Revised	1955 Prospective	Percent change from 1954 revised
	(acres)	(acres)	(acres)	
Maine	7,060	9,400	8,500	−10
New York	33,080	18,000	19,300	+ 7
Pennsylvania	14,830	12,800	13,300	+ 4
Ohio	3,920	1,500	1,400	− 7
Indiana	4,960	1,900	2,600	+37
Illinois	23,000	30,100	29,200	− 3
Michigan	8,130	5,400	5,800	+ 7
Wisconsin	137,510	131,000	128,600	− 2
Minnesota	50,120	63,100	60,600	− 4
Iowa	4,290	3,400	3,500	+ 3
Delaware	2,620	2,900	3,800	+31
Maryland	9,610	9,700	10,500	+ 8
Virginia	2,420	2,600	2,500	− 4
Idaho	8,810	12,900	14,200	+10
Colorado	4,520	1,800	3,200	+78
Utah	11,580	8,000	8,400	+ 5
Washington	60,390	64,600	69,000	+ 7
Oregon	55,600	58,700	62,200	+ 6
California	8,170	9,200	10,000	+ 9
Other states[1]	10,310	5,600	6,280	+12
U. S. Total	460,920	452,600	462,880	+ 2
For canning and other processing	365,920	327,150	332,940	+ 2
For freezing	95,000	125,450	129,940	+ 4

[1] Ark., Ga., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1954	1955
	(thousands of dozens)	
Canner stocks, Jan. 1	65,305	74,083
Pack during Jan.	13,124	13,316
Supply	78,429	87,399
Canner stocks, Feb. 1	64,875	74,200
Canner shipments during Jan.	13,554	13,199

Stocks of Canned Foods on Feb. 1 and Season Shipments

Reports on canners' February 1 stocks and season shipments of canned apples, applesauce, RSP cherries, green and wax beans, lima beans, corn, and peas have been issued by the N.C.A. Division of Statistics. Several of the reports were issued prior to the Convention in Chicago and were available to canners there. Detailed reports covering February 1 stocks have been mailed to all canners packing these items.

	Carry-over month	Case basis	Total Supply 1953	Total Supply 1954	Canner Stocks Feb. 1 1954	Canner Stocks Feb. 1 1955	Season Shipments to Feb. 1 1954	Season Shipments to Feb. 1 1955
			(thousands of cases)					
Apples	Aug.	6/10	*3,016	*4,698	1,087	2,640	1,929	2,057
Applesauce	Aug.	actual	*11,009	*14,504	4,037	7,670	6,372	6,835
RSP cherries	July	actual	3,962	3,253	1,250	1,176	2,712	2,078
Beans, green and wax	July	actual	24,229	31,043	7,800	13,577	16,429	17,466
Beans, lima	Aug.	actual	3,604	4,411	1,609	2,583	1,936	1,828
Corn	Aug.	actual	38,561	41,906	20,333	22,888	18,229	19,019
Peas	June	actual	34,786	31,488	14,203	11,189	20,583	20,299

*Includes pack from beginning of season to Feb. 1.

Spinach for Processing

Reports from spinach processors in California and Texas indicate a 1955 production of 68,000 tons for canning and freezing from the winter crop in Texas and the early spring crop in California, according to the Crop Reporting Board of USDA. This is about 40 percent more than the 1954 production of 48,600 tons and 32 percent above the average annual production of 51,650 tons for the 1944-53 period.

The 1955 acreage for harvest in these two states is estimated at 12,800 acres. This compares with 10,700 acres harvested in the winter and early spring of 1954 and an average annual harvested acreage of 14,530 acres for the preceding 10-year period.

The 1954 production of winter crop spinach in Texas is indicated at 5,800 tons, on the basis of 4,500 acres for harvest and an indicated yield of 1.3 tons per acre, the same as last year. The early spring crop in California is indicated at 8,300 acres, compared with 6,200 acres in 1954, with a yield of 7.5 tons per acre.

Citrus Fruit Production

The March 1 estimate of early and midseason oranges for the 1954-55 season—at 70.4 million boxes—is 7 percent above the 1953-54 crop and slightly larger than estimated a month earlier, according to the Crop Reporting Board of USDA.

Harvest of the record crop of Florida early and midseason oranges was nearly completed by March 1 and a beginning was made on the smaller Valencia crop, which is forecast at 64 million boxes, 7 percent above last season and about the same as estimated February 1.

Only about a million boxes of Valencias had been used by March 1 compared with about 4 million boxes used to the same date last season. However, fewer Valencias remained for harvest because of a smaller crop.

Grapefruit production is estimated at 42.6 million boxes, 12 percent less than last season and 15 percent below average. About 19.5 million boxes of grapefruit remained for use March 1, nearly 4 million less than were available a year earlier. Last season 1.3 million boxes of Florida grapefruit were not utilized.

Harvest of Texas grapefruit and oranges was more than two-thirds completed by March 1. The Texas grapefruit crop is estimated at 3.2 million boxes, compared with 1.2 million boxes last season.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of January has been reported by the Agricultural Marketing Service, USDA, at 177,103 thousand pounds, including quantities for defense.

Canned Meat and Meat Products Processed under Federal Inspection January, 1955

	3 Lbs. & over	Under 3 Lbs.	Total
	(*in thousands of pounds*)		
Luncheon meat	15,417	14,633	30,050
Canned hams	22,752	351	23,103
Corned beef hash	254	5,908	6,163
Chili con carne	626	10,565	11,191
Vienna sausage	243	3,885	4,128
Frankfurters and wieners in brine	1	986	987
Deviled ham	.....	704	704
Other potted and deviled meat products	66	5,682	5,748
Tamales	254	2,512	2,766
Sliced, dried beef	30	444	475
Liver products	.....	93	93
Meat stew	37	7,914	7,951
Spaghetti meat products	198	4,204	4,402
Tongue (not pickled)	58	157	215
Vinegar pickled products	1,027	1,429	2,456
Bulk sausage	.....	865	865
Hamburger	88	2,380	2,468
Soups	1,342	45,299	46,641
Sausage in oil	214	75	289
Tripe	.....	604	604
Brains	.....	221	221
Bacon	49	170	219
All other products 20% or more meat	287	7,327	7,615
All other products less than 20% meat (except soup)	258	11,166	11,424
Total all products	43,204	127,574	170,778

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 177,103 thousand pounds.

Poultry Inspection and Grading

Regulations governing the voluntary inspection and grading program for poultry have been amended by the Agricultural Marketing Service of USDA, effective March 1.

Among the changes are slight revisions in grade marks, so as to give more prominence to the grade designation and to provide additional protection against unauthorized use of official marks, USDA said.

Text of the amendments was published in the *Federal Register* of February 26. Copies of the revised poultry regulations, including the amended portions, are available from the Poultry Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

1954 Shipments of Metal Cans

Shipments of metal cans during 1954 have been reported by the Bureau of the Census, U. S. Department of Commerce.

Type of Can	1953	1954
	(*short tons of steel*)	
Fruit and vegetable (including juice)	1,306,095	1,342,488
Fish and seafood	103,501	109,202
Meat (including poultry)	125,634	139,694
Evaporated and condensed milk	230,425	229,270
Other dairy products	36,643	41,979
Coffee	202,920	178,460
Lard and shortening	93,637	119,718
Soft drink	n.a.	43,874
Beer	615,702	646,518
Pet food	122,643	131,204
Oil, open top	256,007	273,388
All other food (including soup and baby food cans)	435,909	400,439
All other nonfood	473,138	487,095
Total metal cans	4,082,254	4,143,329

n.a.—not available.

Tariff Negotiations under GATT

(Concluded from page 147)

"(1) An agreement establishing an Organization for Trade Cooperation to administer GATT and to facilitate consultation and study of matters relating to international trade;

"(2) Amendments of the trade rules contained in GATT;

"(3) Technical amendments of GATT to give effect to the transfer of its organizational provisions to the proposed new Organization for Trade Cooperation; and

"(4) A declaration extending from June 30, 1955, to January 1, 1958, the firm life of the tariff concessions previously negotiated by the contracting parties which are an integral part of the General Agreement."

The General Agreement on Tariffs and Trade is the principal instrument through which the United States has carried out the provisions and purposes of the Trade Agreements Act. It is a multilateral trade agreement among 34 nations, including practically all major trading countries accounting for approximately 80 percent of world trade.

* * *

The Senate Committee on Finance, considering a bill to extend and amend the Trade Agreements Act, heard as opposition witnesses this week Walter W. Maule, secretary, Mushroom Growers Cooperative Association, and J. Walter Hebert, representing the Cherry Growers and Industries Foundation.

Status of Legislation

Trade Agreements Act—House passed H. R. 1 with committee amendments Feb. 18. Senate Finance Committee opened public hearings March 2; hearings expected to terminate March 18.

Minimum wage—No Administration bill introduced. No hearings scheduled.

Statehood—Engle bill, H. R. 2535, providing statehood for both Alaska and Hawaii, was reported, with amendments, by House Interior and Insular Affairs Committee March 3. Senate committee has concluded hearings on S. 49.

Alaska fish nets—S. 456, relating to regulation of fish nets in Alaska waters, was passed by the Senate Feb. 21 and by the House March 7 and sent to the President.

Antitrust penalties—H. R. 3659, increasing maximum penalties for violation of Sherman Act from $5,000 to $50,000, was reported by House Judiciary Committee Feb. 23.

FDA intentional additives—Bills providing for regulation of chemical additives have been introduced: H. R. 4099 by Rep. Priest (Tenn.), H. R. 4100 by Rep. O'Hara (Minn.), and H. R. 4475 by Rep. Delaney (N. Y.).

FDA imitation foods—No hearings scheduled.

FDA codification—No bills introduced.

Water pollution—No hearings scheduled.

Trip-leasing—No hearings scheduled.

Alaska Fish Nets

The House on March 7 passed and sent to the President the bill, S. 456, to affirm the authority of the Fish and Wildlife Service to regulate the placing of set nets in Alaska waters.

The companion bill, H. R. 249, had the approval of the House Committee on Merchant Marine and Fisheries.

The legislation was made necessary by a federal court decision that set nets are fixed gear. One effect of the court decision was to subject set nets to a statutory requirement that units of fixed gear must be no less than 1,800 feet apart, laterally. The FWS historically had classified them as movable gear, and set nets in the past had been operated from 300 to 600 feet apart.

Reasons for C&TR Program Explained in Guest Editorial

On invitation from the editorial staff of *Food Field Reporter*, Executive Secretary Carlos Campbell wrote a guest editorial which was published in the February 21 issue of that publication. Under the title "Canners Must Become Selling Minded," Mr. Campbell stated:

"Our association, through its consumer and trade relations program, is trying to instill in the individual canner's mind the idea that he go out and help his broker and buyer sell his products and not just assume they will do the job themselves. A large part of our job is educational.

"Admittedly, there are canners who have not yet taken advantage of this program. This might well be construed as a reflection on those canners rather than on the program. It cannot be said that merely because every canner is not using it that there is anything significantly wrong with the program, or even that it is lagging behind what could be expected of it.

"Many canners are more production-minded than merchandising-minded. We are trying to get them to realize they must take interest also in selling their output; in stimulating their brokers and buyers to do a better job; to get brokers and buyers interested in the canners products. Of course, a part of the program—and a very important part—is to persuade more and more consumers to think favorably about canned foods. But it is just as important that canners meet consumers half way.

"With the increasing competition between canners it necessarily follows that those who have not been selling-minded must get that way. I'm told that many canners never have talked with their buyers! A wholesaler naturally will have more interest in selling the product of a canner he knows or whose plant he has visited. Our consumer and trade relations program provides a great opportunity for the small canner because he can use it to achieve that personal, human interest touch to his business which is difficult for the large corporation to match. We know this personal merchandising has paid off for those who have used it.

Large Market Is Ahead

"Looking ahead a little, we can see a continued large market for food. The Census Bureau has estimated that the country's 1960 population will range between 173,847,000 and 177,426,000, while in 1975 the range will be between 198,632,000 and 220,982,000. If present birth-death trends continue, the bureau believes the populations will approximate the higher estimates.

"Now, this doesn't necessarily mean that canner business will increase in the same ratio. It will increase only if the canner continues to get his share of the food business created by this heavy population increase. Two important factors have been operating to expand the canned foods market—an unprecedented population increase and a slowly but steadily rising per capita consumption of food.

"Projecting this into the future, the population increase alone in the next five years should provide about a ten percent increase in the over-all market for canned foods. If on top of that the industry can continue the current upward trend in per capita consumption, this expansion would be further increased. On the other hand, if the canning industry is content to rest on its oars, it could very well lose a part or all of this projected market increase. Producers of competing foods are just as aware as we of this opportunity and will move into any vacuum canners leave in the market."

Retail Store Promotions

News and illustrations about two recent store promotions of canned foods were released February 9 and 10, respectively, to 55 grocery and trade papers, as part of the N.C.A. Consumer and Trade Relations program.

The first of these registered the information that 115 service stores of the Gristede Bros. of New York City obtained a canned foods sales increase of 64.3 percent, during the November Canned Foods Harvest Festival promotion, as compared with the same month the year before.

Most of the stores featured "3 for" combinations in their displays. By product groupings, sales increases were as follows: fruits 81.3 percent; vegetables 69.1 percent; and juices 26.5 percent. All 37 featured items were the Grisdale brand. Store deliveries during the month totaled 7,980 cases, as compared to 4,858 cases in November, 1953. No newspaper or other advertising was used to support the promotion, only four-page circulars for mailing to customers and price tickets, pennants and window streamers for use in the stores. The illustration accompanying the story pictured a featured Gristede display of 32 cases of canned food.

The second release included a picture of Vice President George B. Morrill, Jr. on an inspection tour of the Cambridge, Mass., Stop & Shop store checking the "Teen Cooks Love Canned Foods" promotion.

Every end-aisle display in the store featured canned foods during the 10 days of the promotion, starting February 3. Stop & Shop, with 91 supermarkets in New England, also supported the canned foods sale via double-truck newspaper ads with copy like: ". . . 25 carloads, more than 40,000 cases of canned foods were specially purchased for this sale!" Point of sale materials and recipe leaflets were supplied by *Seventeen* magazine and were planned in cooperation with the N.C.A.

Annual Reports

Copies of the *Secretary's Annual Report, 1954*, and the *Annual Report of the Research Laboratories, 1954*, have been mailed to the headquarters office of each member.

C&TR Radio Releases

The special appeal of canned foods to teen-age buyers and cooks was highlighted in a February 10 radio release in the "Kitchen-Air" series released to 178 broadcasters with an estimated listening audience of 12 million. Comments in the script were related to the special February canned food feature published in *Seventeen* magazine.

The quantity service offered by canners through their various sized cans and jars was the feature of the February 1 radio release in the "Scriptease" series issued to 67 broadcasters on women's programs, listening audience 4 million. In the same series another radio release went out on February 15 showing how meals can be made gay, colorful and at the same time simple. The "Food Fiesta" feature in the *Family Circle* February issue, featuring 34 different canned foods, was cited as an illustration. The tremendous variety offered mealtime planners by canned foods was stressed in a March 1 release in the "Scriptease" series.

The place canned foods can play in preparation of well-balanced meals, whether the housewife be gourmet-minded, budget-minded or nutrition-minded, is stressed in a radio release of February 16 issued in the "Timely Talks" series reaching 179 broadcasters of women's programs in 47 states, with an estimated listening audience of 11 million. The *Parents'* magazine feature in the February issue was used as an example.

Edward H. Jacob, Sr., Dies

Edward H. Jacob, Sr., 83, of West Chester, Pa., one of the pioneers in the growing and canning of mushrooms, died February 3.

He experimented with growing mushrooms in the cellar of his home and in 1904 was successful in producing a six square-foot tray of mushrooms. In 1906 he built his first mushroom house in the backyard of his home and began to market mushrooms commercially. In 1916 he built a cannery, said to be the first mushroom cannery in the United States.

Mr. Jacob served as a member of the N.C.A. Board of Directors 1928-30 and again 1934-36.

Fertilizer Consumption

The consumption of primary plant nutrients in the United States and territories during the year ended June 30, 1954, increased by 4 percent over the consumption in the previous year, according to a preliminary estimate of commercial fertilizer consumption issued by the U. S. Department of Agriculture.

The 5,851,000 tons of plant nutrients contained in the 22,875,000 tons of fertilizers sold for use last year was an increase of 203,000 tons over the quantity of nutrients used in 1952-53. Approximately 72 percent of the plant nutrients reached the farmer in the form of mixtures and 22 percent as separate nutrient materials which were applied directly to the soil or mixed by the user.

In addition to fertilizers containing the three primary plant nutrients —nitrogen, phosphoric oxide and potash—the report lists secondary and trace nutrient materials to the amount of 580,000 tons. These materials are used for special crops and specific areas where they are needed.

On the basis of the regional grouping of states east of the Mississippi River the consumption of plant nutrients varied from a decrease of 7 percent to an increase of 3 percent over the consumption in the previous year. West of the river the state groups showed increases of 5 to 16 percent. The state groups varied in the use of fertilizers compared to the year ended June 30, 1953, as follows: New England, down 7 percent; Middle Atlantic, up 1 percent; South Atlantic, down 1 percent; East North Central, up 3 percent; West North Central, up 16 percent; East South Central, up 1 percent; West South Central, up 5 percent; Mountain, up 15 percent; Pacific, up 10 percent; and the territories, up 4 percent.

This increased use of primary plant nutrients occurred in the face of a decrease in the tonnage of fertilizers used, indicating a continuation of the trend toward use of higher analysis materials. Consumption of all fertilizers in the year ended June 30, 1954, dropped by 2 percent below consumption in the previous year. Over the same period the concentration of primary plant nutrients in all fertilizers increased from 24.12 to 25.58 percent. This accounts for the increased primary plant nutrient consumption.

RMA Vegetable Research

(Concluded from page 147)

(2) Expand research on refrigeration of vegetables in transit.

(3) Accelerate expansion of studies on the development and evaluation of improved and cheaper shipping containers for vegetables.

Topping the committee's service work recommendations for the Department were:

(1) Expansion of work on development and revision of U. S. standards for grades of processed vegetables and vegetable products, including more extensive testing and evaluation of objective methods for measuring quality characteristics.

(2) More extensive surveys and field investigations, particularly in local market areas; transfer work on processing vegetable estimates from the Washington office to the other 30 state offices concerned, so this work can be coordinated with that on fresh-market vegetables now handled in those offices; and expand the coverage to include additional crops, particularly pumpkin and squash for processing and squash for fresh market.

The committee also recommended expansion of marketing service work by the state departments of agriculture and of the marketing educational work of the cooperative Extension Service.

It commended the Department for its continuing trend toward increased emphasis on fundamental research.

Committee members attending the meeting included J. F. Dezauche, Dezauche & Son, Inc., Opelousas, La.; O. E. Snider, Salem, Ore.; and Russell H. Winters, The Larsen Company, Green Bay, Wis.

VA Policy on USDA Inspection

The Veterans Administration has announced a change in policy on contracts for subsistence in instances where inspection services are to be performed by the U. S. Department of Agriculture prior to shipment.

Effective March 15, the VA headquarters in Washington will require the following condition in subsistence contracts:

"Inspection will be made prior to shipment. Merchandise contracted for must be inspected by the U. S. Department of Agriculture for compliance with specification requirements and shipment of acceptable merchandise must be check-loaded by a U. S. Department of Agriculture representative. Further, if so specified in the invitation to bid the merchandise must be manufactured under continuous supervision of the U. S. Department of Agriculture. It shall be the responsibility of the contractor to arrange for and bear the expense of all required services. The U. S. Department of Agriculture will charge the contractor direct for all services performed and all certificates will be issued to the contractor."

The VA announcement states that "when submitting bids the unit prices quoted should include the cost of the required services."

It is not the VA's intention to require continuous inspection on contracts for most canned fruit and vegetable products.

Management Aids

The Small Business Administration has consolidated 31 of its management aids leaflets into a single volume entitled *Management Aids for Small Business—Annual No. 1.*

Copies of the annual are available for 65 cents each from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., or from any SBA field office.

Marketing Research

The Small Business Administration has issued a new management aid leaflet entitled *How Marketing Research Helps Small Manufacturers.* The leaflet (No. 59) explains how marketing research can help a businessman estimate his chances of success, and eliminate risk threatening his investment.

The leaflet may be obtained upon request to the Small Business Administration, Washington 25, D. C., or from any of the SBA field offices.

Illinois Canners Association

The Illinois Canners Association elected the following officers recently at the association's annual business meeting:

President—Vernon Otto, Green Giant Company, Chicago; vice president—Harold W. Souther, Libby, McNeill & Libby, Chicago; secretary-treasurer—W. D. Jones, Streator (reelected).

National Red Cherry Institute

The National Red Cherry Institute elected the following officers recently at the group's annual meeting:

President—Ben F. Batcheler, Fruit Growers Co-operative, Sturgeon Bay, Wis.; vice president—H. B. Pearson, Alton Canning Co., Inc., Alton, N. Y.; executive secretary-treasurer—William B. Powell, Chicago (reelected).

Canadian Food Processors

The Canadian Food Processors Association elected the following officers recently at the association's annual convention:

President—R. R. Furlong, Burns & Co., Ltd., Calgary, Alta.; first vice president—Robert Flood, Slack Bros., Waterloo, Que.; second vice president—William I. Drynan, Canadian Canners, Ltd., Hamilton, Ont.; treasurer—W. H. Heeney, Heeney Frosted Foods Co., LaPrairie, Que.; secretary-manager—P. R. Robinson, Ottawa, Ont. (reelected).

Reports on Latin America

A bibliography of reports on Latin America issued by the Bureau of Foreign Commerce of the U. S. Department of Commerce is available. The bibliography lists reports on the economy and trade of Argentina, Bermuda and the British West Indies, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Netherlands Antilles, British Guiana, Surinam, French Guiana, and the French West Indies.

The bibliography is Part I, No. 55-9 in the *World Trade Information Service* and is available for 10 cents a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., or from any Commerce Department field office.

Canners League of California Sets Up Foreign Trade Unit

Frank C. Elliott, foreign trade expert and food industry specialist, has accepted a position with the Canners League of California to carry on the association's stepped-up program to stimulate foreign sales of California canned fruits and vegetables, particularly to the United Kingdom, Europe, and Latin America.

Mr. Elliott will become Director of the League's Foreign Trade Department and will spend considerable time in Washington, D. C., as well as in traveling abroad in the pursuit of his new duties, beginning about May 1.

In announcing the appointment, M. A. Clevenger, executive vice president of the League, said, "The League is fortunate in being able to get a man so preeminently qualified to head up this important foreign trade activity we are undertaking. He has just the background we are looking for."

Prior to 1934 Mr. Elliott accumulated an impressive experience in the canning business in the Northwest. Over a period of approximately 24 years, he was engaged in fruit, vegetable and berry canning, field warehousing, and salmon and seafood canning. During this period he was with A. Rupert Company, Inc., Portland, Ore., which operated eight canning plants in Oregon and Washington; Northwest Sales and Storage Company, operating 11 field warehouses in the Northwest; and finally with G. P. Halferty & Company, Seattle, operating several salmon canning plants in Alaska and in the State of Washington.

From 1934 to 1949 Mr. Elliott was with Henry W. Peabody & Company of London, Ltd. This connection gave him a thorough grounding in foreign trade, including knowledge of the U. K. market and the Orient. As Peabody's American representative and later as director in their American companies, he had daily contact with canners, buyers, brokers, customs officials, government officials, and shipping people.

Mr. Elliott has served the government in various capacities since 1949. He became associated with the National Security Resources Board and became head of its Food Division. In 1951 he went with the Office of the Quartermaster General to assist with subsistence and distribution problems arising out of the Korean war. He is now serving as Chief of the Division of Industry, Mining and Transportation for the Foreign Operations Administration, stationed in Tel Aviv, Israel, which position he will leave to join the Canners League of California.

Modern Packaging

Canned foods are featured in a six-page article amply illustrated and displayed in the February issue of *Modern Packaging*. The article rates "the sterile-processed food container as one of the dozen great conveniences of the modern world," and states "that the social and economic impact that canned foods have made on our way of living is profound and far-reaching." Canned foods are credited for having started "the whole business of consumer packaging."

The article presents a brief history of the industry and goes into its economic importance and geographic distribution. A record is made of the amazing growth and progress of canned foods and the outstanding technological achievements of the industry. Recognition is given to the N.C.A. for its long-time promotion of canned foods and recent examples drawn from the current Consumer and Trade Relations program are cited.

The several illustrations point up the longevity of canned foods, picture mass display in the food store, the evolution and modernization of glass packages, mass production all the way from mechanical harvesting through the factory to labeling and casing, the growth in demand and production, and give samples of labeling and display.

In preparing the article *Modern Packaging* conducted interviews with members of the N.C.A. Consumer Service, Information, and Statistics Divisions.

Walla Walla Union-Bulletin

The 1955 Progress Edition of the *Walla Walla Union-Bulletin*, Walla Walla, Wash., consisting of 11 special sections and appearing Sunday, February 20, contained numerous features about canned foods and the canning industry.

Among these was a story of the origin of the modern pea viner; numerous reports of packs from the N.C.A. Division of Statistics; sections from the Information Division's publication *The Canning Industry* dealing with the industry's contribution to agriculture, consumption and production records, container manufacture, history, and other items; quotations from addresses by 1954 President E. E. Willkie, 1955 President George B. Morrill, Jr. and Executive Secretary Carlos Campbell; and quotations from the article "How Fresh *Is* Fresh?" by Dr. Fredrick J. Stare in *McCall's* magazine.

More Convention Publicity

The Convention issue of the INFORMATION LETTER indicated that 17 radio and TV stations had given publicity to the N.C.A. Convention. Later reports have come in showing that the Convention was saluted also on the February 17 NBC "Home Show" (Arlene Francis), aired coast-to-coast over 78 television stations. It was monitored also on Chicago's WNBQ-TV show "Bob and Kay" on February 22, and over two radio newscasts reported from Bradenton, Fla.

Woman's Home Companion

The March issue of the *Woman's Home Companion* features canned foods in three editorial articles.

A two-page spread with a third page of additional recipes is entitled "More Ways than One to Add Tomato Flavor." By Edalene Stohr and Marilyn Friedman of the *Companion* food staff, the article starts:

"Tomato gives its full rich flavor and bright color to scores of our popular dishes. Numerous American foods as well as many recipes we've adopted from Italy, Mexico, Spain and France depend on tomato for their traditional goodness. Modern canning methods have made tomato products economical buys all year round. They're put up at the height of the season and processed quickly to preserve all their natural food values. These ready-to-use products make it quicker and easier for you to serve delicious meals but each has it special uses."

The following tomato products are described: canned tomatoes, tomato juice, tomato paste, tomato sauce, tomato puree, tomato soup, catsup, chili sauce, and stewed tomatoes. Five color photographs show ready-to-serve cheese-ribbon aspic, barbecued lamb chops, coral cauliflower and eggs, jiffy meat sauce, and baked fish New Orleans.

The *Companion* page "Good Food" by Nell Nichols reports that in interviewing young homemakers in Maine, canned foods were found in high favor by young homemakers.

Mrs. Nichols says that all of the young mothers had time-saving ideas. In planning the main course one of them described her week's schedule: "A pot roast, a stew of some kind, ground beef, fish or seafood two evenings, and baked beans on Saturday." Mrs. Nichols adds, "Even in Maine, beans are canned." Other points reported by the young women follow:

"*Emergency Meals Before Payday* —Most of my luncheon guests testified that meals the last two or three days before payday would be slim picking if it weren't for the canned foods on hand. Salmon loaf with creamed peas or creamed eggs or both, the peas and the chopped hard-cooked eggs stirred into the cream sauce, was a favorite off-the-shelf main dish."

"*When Company Drops In*—One hostess said she raids her canned-foods shelf for emergency evening refreshments. She considers peach shortcake with coffee her best standby. She makes a two- or three-tier shortcake with packaged biscuit mix, following the directions on the box, and uses drained canned sliced peaches between the layers and on top."

"A (home-made) blueberry pie and a roll of brown-sugar hard sauce in the freezer rate as the perfect dessert for unexpected guests with an other hostess."

Canned foods appearing in the recipe suggestions are chili sauce, celery, mushroom and tomato soup, baked beans, salmon, peas, peaches, blueberries, and cranberry sauce. Favorite vegetables of the group did not specify whether they were canned but included potatoes, tomatoes, peas, spinach, broccoli, and corn.

A two-page spread entitled "California's Cutting Bee Puts Quality on Your Table," by Dorothy Kirk, food editor, is illustrated with four black-and-white photographs taken in California on her trip there to gather background information for the editorial and eight canned foods are shown in color.

Miss Kirk starts the article by saying, "It was such an interesting experience to witness this Cutting Bee and the preparation for it that I want you to see some of it for yourselves. So come along and with the help of our cameraman, see how a California Cutting Bee works."

In describing the cutting bee to her readers she concludes, "This important annual event brings together 42 canning firms, all members of the Canners League of California, whose purpose is to maintain and improve the quality and uniformity of their products so that we homemakers all over the country will be sure of getting the best value for our money every time we go to market."

The *Companion* distributed reprints of this feature at the N.C.A. Convention as a special salute to the Association and the Canners League "for their constant effort to produce canned food products for the consuming public" and the N.C.A. this week made a special mailing of the reprints to its membership and others on the list to receive the materials issued under the current Consumer and Trade Relations program.

Journal of Home Economics

The *Journal of Home Economics* devoted a section to "New Industry Research in Foods." In introducing the series of articles the editor states:

"Research conducted by industrial concerns and industry associations contributes so greatly to our way of life and our standards of health and living that no one today can hope to interpret current research developments and trends without some familiarity with research under way on behalf of commercial concerns. In the following symposium representatives of five industry groups concerned with foods sketch some of the research of particular interest to the consumer and point out a few of the many directions in which industrial research is advancing. Two of the authors are members of AHEA; all of the associations represented have home economists on their staffs."

The report entitled "Canned Foods" was written by C. A. Greenleaf, Associate Director, N.C.A. Research Laboratory. In the article, Mr. Greenleaf summarizes and discusses latest developments in research in canned foods and the contribution made to nutritive value and quality of products.

Reprints of the article have been ordered and will be mailed to N.C.A. members after delivery has been made.

The *Journal of Home Economics* is the official publication of the American Home Economics Association. Every dues-paying member of the association receives the *Journal* and, in addition, there are other subscribers. It has a circulation of approximately 23,000.

Parents' Magazine

The "Family Home Guide" section of the March issue of *Parents'* magazine is illustrated with a color page showing a fruit compote dessert. Blanche M. Stover, family food editor, describes the dessert which is given in the article, "How Mrs. Poschen Feeds a Family of 7." Miss Stover says:

"The Poschens all agree that a luscious canned fruit dessert, topped with fresh mint and served with sugar cookies and chocolate milk, is a fine way to end any lunch or dinner. This colorful compote is made of pear halves, sliced peaches, purple plums, chunks of pineapple and a bright red cherry for the finishing touch."

Several of the recipes in the article use canned foods. The "Pineapple-gingerbread Upside-down Cake" is shown in black-and-white photograph in the hands of Mr. Poschen, who prepared it.

This Week Magazine

Canned foods were featured by Clementine Paddleford, food editor, in the February 13 issue of *This Week*.

The food feature "How America Eats" was entitled "15-Minute Casseroles." It gave three recipes, each illustrated in color. Cans of the food used in the recipes were included in the photographs.

The caption of the illustration reads "Quickies: They're each made with three canned foods." Miss Paddleford's article reads:

"Give us quick and easy recipes, women say to me wherever I travel. And that's but half the order. They want these same do-it-in-a-minute dishes to have the 'loving hand' touch.

"Belittlers of the speed trend in the kitchen, take a look, please, at a few formal statistics. Ninety-three percent of the housewives in this country have no paid help from one year's end to the other. Nineteen million women work outside the home and only eight million of these workers are single; the remainder have homes to run, families to raise.

"Today our girls are marrying younger, they are having more children, they are doing more things in the home and out. They are often their own repair man, electrician, plumber. They run the family taxi and are twice as busy with civic duties as their mothers ever were.

"Short cuts are the secret to getting all this doing done. Yet our modern girls, exactly like their mothers and grandmothers, consider cooking an important creative outlet. They desire to excel in fine food and take pride in setting a gracious table. They turn eagerly to the ready mixes and frozen foods; they accept the can opener as an extra helping hand. But when the dish is done, it must boast the gourmet touch.

"Here you are, girls, quick and easy in the true meaning of the words, three main-dish casseroles each requiring 15 minutes' preparation, each made with three different canned foods."

Canned foods used in the 15-minute casseroles were macaroni and cheese, pimientos, minced clams or oysters, mushrooms, cream of chicken soup, boned chicken, cream of mushroom soup, tuna, and peas.

This Week Sunday magazine is nationally distributed with metropolitan newspapers.

Forthcoming Meetings

March 15-16—National Association of Frozen Food Packers, Annual Convention, Conrad Hilton Hotel, Chicago

March 22—Wisconsin Canners Safety Institute, Loraine Hotel, Madison

March 23—Wisconsin Canners Association, Canning Production and Technology Conference, Babcock Hall, University of Wisconsin

March 25-26—Utah Canners Association, 43rd Annual Convention, Hotel Utah, Salt Lake City

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

May 1-4—Super Market Institute, Annual Meeting, Cleveland

May 9-11—Tenth Industrial Wastes Conference, Purdue University, Lafayette, Ind.

May 13-14—Pennsylvania Canners Association, Fourth Annual Sales Clinic, Bedford Springs Hotel, Bedford

May 15-18—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Miami Beach, Fla.

June 12-13 Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

June 20-22—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier, White Sulphur Springs, W. Va.

June 23-24—California Olive Association, Technical Conference, Brockway, Lake Tahoe

June 23-24—Processed Apples Institute, Inc., Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.

August 21-24—National Industrial Stores Association, 39th Annual Convention, Hotel Shoreham, Washington, D. C.

September 11-14—National-American Wholesale Grocers Association, Midyear Meeting, Broadmoor Hotel, Colorado Springs, Colo.

October 27—National Pickle Packers Association, Annual Convention, Sheraton-Blackstone Hotel, Chicago

November 3—Illinois Canners Association, Fall Meeting, Bismarck Hotel, Chicago

November 7-8—Wisconsin Canners Association, 51st Annual Convention, Schroeder Hotel, Milwaukee

November 11-15—American Meat Institute, Annual Convention, Palmer House, Chicago

November 16-18—Grocery Manufacturers of America, Inc., Annual Convention, Waldorf-Astoria Hotel, New York City

December 5-6—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 5-6—Ohio Canners Association, 48th Annual Convention, Carter Hotel, Cleveland

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